

**UNITED STATES  
SECURITIES AND EXCHANGE  
COMMISSION**

Washington, D. C. 20549

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**Form 8-K**

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**Current Report**

**Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported): **November 7, 2008**

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**First Financial Holdings, Inc.**

(Exact name of registrant as specified in charter)

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**Delaware**

State or other jurisdiction of incorporation

**0-17122**

Commission File Number

**57-0866076**

I.R.S. Employer I.D. number

**34 Broad Street, Charleston, South Carolina 29401**

(Address of principal executive offices)

Registrant's telephone number (including area code): **(843) 529-5933**

Not applicable

(Former name or former address, if changed since last report)

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- ☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- ☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- ☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- ☐ Pre-commencement communications pursuant to Rule 13e-4c under the Exchange Act (17 CFR 240.13e-4(c))

## **Section 7 -- Regulation FD**

### **Item 7.01 Regulation FD Disclosure**

First Financial Holdings, Inc. (the “Company”) (NASDAQ GSM: FFCH), announced that CEO A. Thomas Hood will participate in the *Sandler O’Neill & Partners, L.P. East Coast Financial Services Conference* on Thursday, November 13, 2008 at 2:55 p.m. E.S.T. His presentation will be available on our website at [www.firstfinancialholdings.com](http://www.firstfinancialholdings.com) on November 13, 2008.

## **Section 9 -- Financial Statements and Exhibits**

### **Item 9.01 Financial Statements and Exhibits**

(a) Not applicable.

(b) Not applicable.

(c) Exhibits

Exhibit (99.1) Press release of First Financial Holdings, Inc. dated November 7, 2008.

## SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

FIRST FINANCIAL HOLDINGS, INC

/s/ R. Wayne Hall

R. Wayne Hall  
Executive Vice President, Finance  
and Chief Financial Officer

Date: November 7, 2008

## EXHIBIT INDEX

<b>Exhibit Number</b>	<b>Description</b>
99.1	Press release of First Financial Holdings, Inc. dated November 7, 2008.

Exhibit 99.1

***FIRST FINANCIAL HOLDINGS, INC.***

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843-529-5933 • FAX: 843-529-5883*

***NEWS NEWS NEWS NEWS NEWS***

Contact: Dorothy B. Wright  
Vice President, Investor Relations  
and Corporate Secretary  
(843) 529-5931 or (843) 729-7005

**FIRST FINANCIAL HOLDINGS, INC. CEO TO PRESENT AT  
THE SANDLER O'NEILL & PARTNERS, L.P.  
EAST COAST FINANCIAL SERVICES CONFERENCE**

Charleston, South Carolina (November 7, 2008) - First Financial Holdings, Inc. (NASDAQ GSM: FFCH) ("First Financial" or "Company") CEO A. Thomas Hood will participate in the *Sandler O'Neill & Partners, L.P. East Coast Financial Services Conference* on Thursday, November 13, 2008 at 2:55 p.m. E.S.T. Mr. Hood is presenting as a participant of the Community Banking in the South: Finding Opportunities in Difficult Times Panel. His presentation will also be available on the Company's website at [www.firstfinancialholdings.com](http://www.firstfinancialholdings.com) on November 13, 2008 and will remain available through February 1, 2009. This updated presentation will be used throughout the quarter.

First Financial is the holding company for First Federal Savings and Loan Association of Charleston ("First Federal"), which operates 58 offices located in the Charleston metropolitan area, Horry, Georgetown, Florence and Beaufort counties in South Carolina and Brunswick County in coastal North Carolina. The Company also provides insurance and brokerage services through First Southeast Insurance Services, The Kimbrell Insurance Group and First Southeast Investor Services. For additional information, please visit our web site at [www.firstfinancialholdings.com](http://www.firstfinancialholdings.com).